

1 **Abstract**

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3 The current state of art for over-the-air (OTA) provisioning typically consists of a rigid
4 set of operations that are suited to deliver a fixed content type. The runtime environment on the
5 terminal is designed to handle a limited set of predefined content types and incapable of any
6 content-adaptive or customized provisioning by the content provider or publisher. Systems and
7 methods are provided for customized provisioning of an application program on a runtime
8 environment of a terminal. The application includes application content having at least one
9 specified content type. A method comprises: obtaining the application content by the runtime
10 environment; and obtaining by the runtime environment a set of provisioning instructions related
11 to the application content. The provisioning instructions are coupled to the application for
12 specifying a provisioning API set for provisioning the application content. This method also
13 executes the provisioning instructions for employing the API set to provision the application
14 according to the specified content type.

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